



WELCOME TO OUR

ISME Newsletter - JAN 2025



ISME, founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA, has built an 18-year legacy of offering its students and faculty an international learning experience on campus. As an NBA-accredited institution and one of India's top B-Schools with a global outlook, the International School of Management Excellence (ISME) presents its January Newsletter, highlighting upcoming events, industry collaborations, celebrations of its legacy, extraordinary achievements, and other activities at ISME.

Join us to Explore, Experience, and Excel at ISME!

↓ In this newsletter you will find:

Upcoming events, achievements and celebrations. Keep Reading!

Coming Up

In today's fast-changing business world, organizations face numerous challenges and opportunities, from technological advancements to geopolitical shifts and sustainability concerns. To stay ahead, professionals, researchers, and academicians must keep up with emerging trends and adopt innovative strategies. The 13th International Conference on Contemporary Issues in Management (CIM25) offers a platform for experts from various fields to share research, discuss management trends, and exchange knowledge with industry leaders and technologists.



INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE

13th INTERNATIONAL CONFERENCE ON
**CONTEMPORARY ISSUES IN
MANAGEMENT - CIM2025**
21-22 February, 2025

ISME
Bangalore

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Education

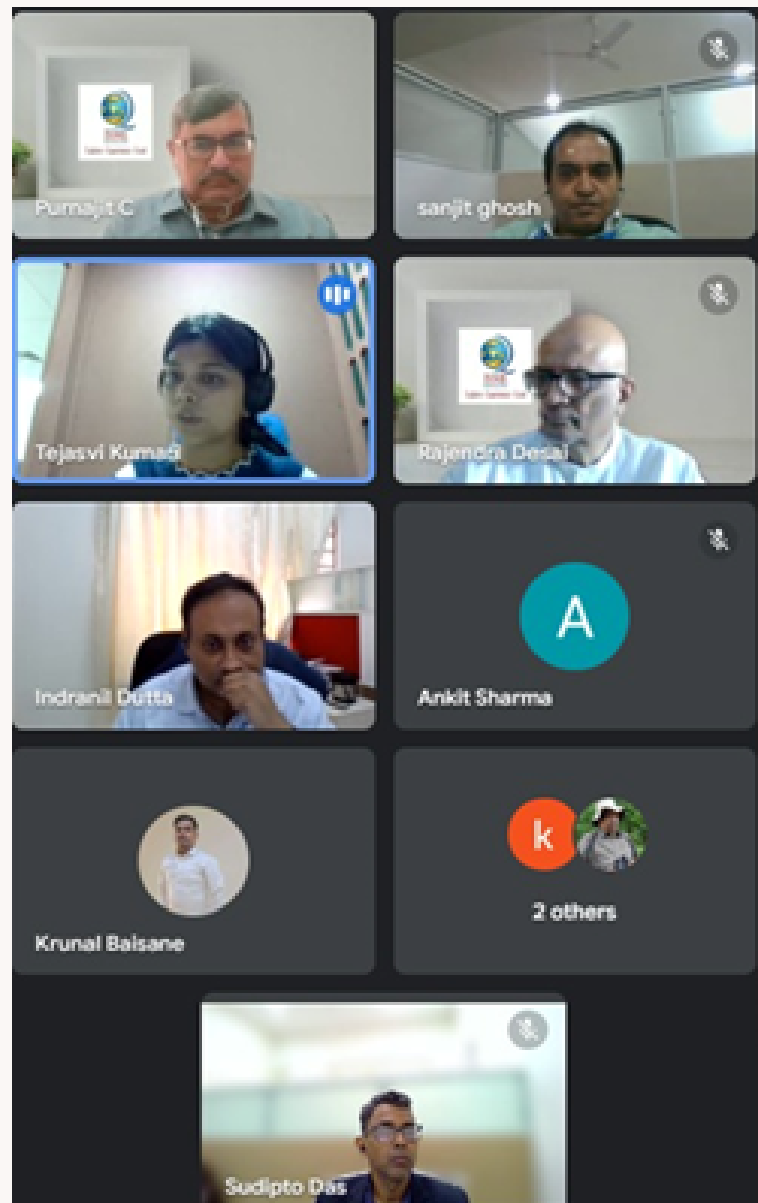
CIM25 will cover a wide range of topics, including business excellence, competitiveness, sustainability, technology management, and the evolving role of management education. The event will feature keynote speeches by renowned scholars, industry leaders, and practitioner-led workshops. Open to international and national participants, this conference fosters collaboration and inspires innovative solutions. We invite original research papers from industry professionals, doctoral scholars, and academicians on the impact of contemporary issues on business sustainability and excellence.

[FIND OUT MORE](#)

ODOO- On-Demand Open Object

ISME is now an implementation partner for Odoo, the leading open-source ERP platform offering integrated business applications. The focus is on equipping faculty and staff with a deep understanding of Odoo's core modules, including CRM, Finance, Inventory, and HR, to build expertise for external consulting opportunities. By becoming an implementation partner, ISME will build a unique value proposition, offering consulting expertise to businesses while gaining industry exposure, fostering academic-industry collaboration, and opening new revenue streams.

With this aim in mind, a group of 10 ISME faculty, started learning partner onboarding training on Odoo and its modules on 23rd Jan 2025. Dedicated training sessions on Monday and Thursday afternoons have been scheduled, where Odoo trainers will provide the participants with the inputs in a structured manner so as to provide consulting offerings to the clients in a few months.



[FIND OUT MORE](#)

Strategic Collaboration Between SIM and ISME: Empowering Students Through Immersive Learning

We are thrilled to announce a strategic partnership between Singapore Institute of Management (SIM) and ISME to co-create customized programs that align with students' educational and career goals. This collaboration will focus on upskilling, and immersive learning experiences, ensuring students gain valuable industry exposure and hands-on learning.

Together, we will drive student recruitment, marketing, and faculty engagement, while curating impactful industrial visits and providing on-site support for learning trips. This partnership marks a significant step toward enhancing global learning opportunities and shaping future-ready professionals!



Faculty Excellence



Mr. Rohith R delivered a session on Outcome-Based Education: Curriculum Design, Mapping & Computation of Attainment Gap at the National FDP hosted by MTM College, Malappuram, Kerala.

Dr. Neelima Dubey attended Two Day International Hindi Conference as a Resource Person for Hindi language, organised by Mount Carmel College, Bangalore. The topic was “भाषा दक्षता, शिक्षण पद्धतियाँ और महत्व”



Dr. Vaishnavi Balaji chaired the session "AIML/DL Across All Disciplines" and delivered a keynote lecture at the Third Conference on IT Research & Innovation: IoT for a Smarter Future (ICITRI 2025), held at St. Joseph's College, Hosur, on January 28, 2025 (Day 1).

Enriching Education: Insights from Guest Lectures



Ms. Suma Gowda conducted a LinkedIn session for the students of the PGDM 2023-25 batch on January 15, 2025, at the ISME college campus from 9:30 AM to 1:00 PM in NaVaTara.

Dr. Surendra Nadig, Associate Director at Teskra Software Pvt Ltd, engaged a session on the Use of Modern development tools and platforms.



STAY TUNED FOR MORE UPDATES

Celebrating Academic Excellence



ISME Scholars Received PhD Degrees at Mysore University Convocation"

SPRINGER NATURE Link

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Home > AI Technologies for Information Systems and Management Science > Conference paper

Exploring the Influence of Mobile Apps on Customer Engagement and Loyalty

Conference paper | First Online: 22 October 2024
pp 130–143 | Cite this conference paper

Dr. Nidhi Arora successfully published an article titled Exploring the Influence of Mobile Apps on Customer Engagement and Loyalty in AI Technologies for Information Systems and Management Science, featured in the Proceedings of the 6th International Conference on Information Systems and Management Science (ISMS) 2023 - Volume 2

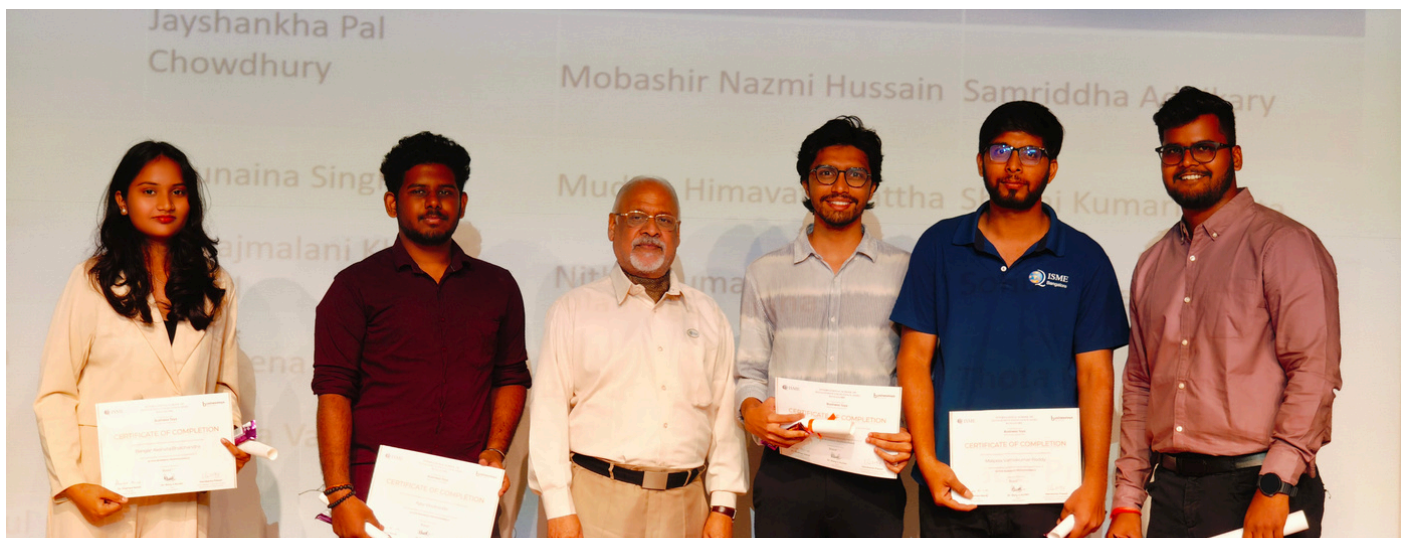
READ NOW

<https://www.isme.in>

The SDC & COC team organized a felicitation ceremony for UG & PG (BBA, B.Com, BCA, MCA) subject-wise toppers and PGDM 2023-25 students in recognition of their final placements and ITP PPO conversions



Dr.Nitin Garg, Ms.Bharati and Ms.Chitra with Students



Mr.Krishnan with Students



Ms.Neethushree with Students